Listing of Claims:

1-14   (Cancelled)

15.   (Previously Presented)   A method for conducting an auction to produce a winning
bidder who receives the subject of the auction in exchange for the winning bid, the auction
having bidders, where a plurality of bidders have data input devices for communicating
over a network to the auction site, comprising:

generating an asking bid;

displaying at the auction site in real-time, the asking bid;

broadcasting in real-time over the network the asking bid to at least one of the
plurality of bidders having data input devices;

generating bid acceptance signals representing a desire to acquire the subject of the
auction at a current bid by the bidders using the data input devices
communicating over the network to the auction site;

delaying a variable controlled time window before accepting a first of a plurality of
bid acceptance signals;

monitoring the network for bid acceptance signals;

accepting a first bid acceptance signal after the variable controlled time window;

identifying the bidder whose bid acceptance signal was accepted as the current
bidder;

changing the asking bid to the current bid;

adjusting the variable controlled time window before accepting subsequent bid
acceptance signals to a second variable controlled time window;

generating a second asking bid;

displaying at the auction site in real-time, a second asking bid and the current bid;

broadcasting in real-time over the network the second asking bid and the current bid
to at least one of the plurality of bidders;

delaying the second variable controlled time window before accepting subsequent
bid acceptance signals;

monitoring the network for bid acceptance signals;

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accepting a first bid acceptance signal after the second variable controlled time
window;

identifying the bidder whose bid acceptance signal was accepted as the new current
bidder; and

changing the second asking bid to the new current bid.

16.   (Previously Presented)   The method of claim 15, further comprising:

repeating a cycle of generating, displaying, broadcasting, generating, delaying,
monitoring, accepting, identifying, and changing, at least one additional cycle,
each cycle starting with a new asking bid and ending with a new current bid
which was the previous new asking bid and new current bidder;

terminating the acceptance of bid acceptance signals before a new bid acceptance
signal is communicated over the network to the auction site;

identifying the most recent current bid as the winning bid;

identifying the most recent current bidder as the winning bidder; and

closing the auction.

17.   (Previously Presented)   The method of claim 16, further comprising adjusting the
variable controlled time window before accepting bid acceptance signals to a modified
variable controlled time window, wherein the adjusting occurs after one time window and
prior to the next time window during the auction.

18.   (Previously Presented)   The method of claim 17, wherein for at least one cycle
during the auction after one time window and prior to the next time window, the time
window before accepting bid acceptance signals remains the same.

19.   (Previously Presented)   The method of claim 15, wherein generating a second
asking bid comprises generating a second asking bid by incrementing the current bid by a
predetermined amount.

20.   (Previously Presented)   The method of claim 19, further comprising:

repeating a cycle of generating, displaying, broadcasting, generating, delaying,
monitoring, accepting, identifying, and changing each time starting with a

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